



CITY OF MESA

HISTORIC PRESERVATION PLAN



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T A B L E O F C O N T E N T S



*Sirrine House before
and after restoration.*



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Submitted	November 2001
Approved	May 2002

A C K N O W L E D G E M E N T S



*122 North Macdonald before
and after restoration.*



The Mesa Historic Preservation (HP) plan is intended to identify the issues and concerns regarding the preservation of cultural resources in Mesa. First, it attempts to synthesize and summarize the information known about the historic resources of Mesa and estimate the growth of the historic resource population over the next 25 years. Understanding the extent and nature of the community's significant historic buildings, collections and sites is fundamental to effective planning for their preservation.

Next, the threats to the preservation of these resources have been identified. This information came from a variety of sources, including an analysis of the City's current and past efforts to recognize and protect historic properties and archaeological resources and the review of recommendations made as part of the inventory, designation and design guideline preparation work of a number of preservation consultants. Historic property owners and those active in local preservation were polled through a direct-mail survey. This information provided the basis for the development of preliminary recommendations for activities and

programs to support the City's historic preservation efforts. These recommendations were refined through citizen focus groups and meetings with City staff.

It is hoped that with this plan the City's goals for historic preservation have been articulated, so as to help the residents and property owners know in advance how the community wants to grow and what it wants to protect in that process.

The development of this Historic Preservation Plan through the support and involvement of the citizenry, and its adoption by the City Council will help assure that the City of Mesa is meeting its responsibility for dealing with the issues of historic preservation as it manages the community's long-term growth and development. Finally, the HP plan seeks to provide for consistency between the City's policies that affect the community's cultural resources and improve coordination among City departments in achieving historic preservation goals.

P R E F A C E

Historic preservation as a valid public purpose was clearly established during the twentieth century. The U.S. Constitution recognizes that the states have the right to use police power to regulate the use of private property and provide public controls over land use, *Euclid v. Ambler* (1926). The US Supreme Court specifically recognized historic preservation as a legitimate function of government and historic preservation laws as an appropriate means to accomplish historic preservation in *Penn Central Transportation Co. v. City of New York*, 438 U.S. 104 (1978).

National Preservation Act of 1966

Further, the National Historic Preservation Act of 1966 16 U.S.C. §470 et. seq. declared historic preservation to be a legitimate government function and established the basis for Federal leadership. It gave authority to the National Register of Historic Places, which recognizes historic properties of national, state and local significance.

Zoning Regulations

In Arizona, historic preservation is accomplished through the zoning power, which allows local governments to

regulate the use of property. In accordance with State Enabling Legislation: A.R.S. §9-462.01(A)(10) Zoning regulations; public hearing; definitions...(A) Pursuant to the provisions of this article, the legislative body of any municipality by ordinance may in order to conserve and promote the public health, safety and general welfare. (10) Establish districts of historical significance provided that:

(a) The ordinances may require that special permission be obtained for any development within the district if the legislative body has adopted a plan for the preservation of districts of historical significance which meets the requirements of subdivision (b) of this paragraph, and the criteria contained in the ordinance are consistent with the objectives set forth in the plan.

(b) A plan for the preservation of districts of historical significance shall identify districts of special historical significance, state the objectives to be sought concerning the development or preservation of sites, area and structures within the district, and formulate a program for public action including the provision

LEGAL BASIS FOR HISTORIC PRESERVATION INTRODUCTION

- United States Constitution
- National Historic Preservation Act of 1966
- Zoning Regulations

of public facilities and the regulation of private development and demolition necessary to realize these objectives.

(c) The ordinance establishing districts of historical significance shall set forth standards necessary to preserve the historical character of the area so designated.

(d) The ordinances may designate or authorize any committee, commission, department or person to designate structures or sites of special historical significance in accordance with criteria contained in the ordinance, and no designation shall be made except after a public hearing upon notice of the owners of record of the property so designated. The ordinances may require that special permission be obtained for any development affecting the structures or sites.



The Mesa Historic Preservation Ordinance preserves buildings like the Women's Club and the historic character of downtown neighborhoods.



The Mesa HP Plan will provide guidance for the City of Mesa as it seeks to fulfill the mandates of the State of Arizona for planning as well as implement the goals and priorities of a number of municipal planning efforts. The importance of historic preservation as a component of the long-term growth and development of Mesa has been recognized in legislation and planning documents including:

Growing Smarter, A.R.S. §9-461.05(E)(7)

(E) "The general plan shall include for cities of fifty thousand or more...(7) a conservation, rehabilitation and redevelopment element consisting of plans and programs for: (a) the elimination of slums and blighted areas (b) community redevelopment, including housing sites, business and industrial sites and public building sites (c) neighborhood preservation and revitalization (d) other purposes authorized by law."

The recent *Growing Smarter* legislation recognized the importance of plans that addressed particular resources, areas or identified issues and needs of the community. It notes that (A) "The Planning Agency may...prepare specific plans based on the general plan

and drafts of such regulations, programs and legislation as may in the judgment of the agency be required for the systematic execution of the general plan." (B)(2) "Specific plans may, in addition to recommending zoning ordinances and subdivision regulations, include (2) regulations of the use of land, buildings and structures, the height and bulk of buildings and structures and the open spaces around buildings and structures."

1996 Mesa General Plan

Conservation, Rehabilitation and Redevelopment Element

Two major issues related to the conservation, rehabilitation, historic preservation, and redevelopment of various aspects of the City of Mesa: (1) Aging of Industrial and Commercial Sites and (2) Revitalization of Downtown Mesa. *Policy 2k*: "Encourage the preservation and historic designation of neighborhoods in the downtown area and throughout the community as warranted." *Policy 2l*: "Complete the National Register nomination for the Historic Mesa Town site identified in the [then] recently completed inventory of historical resources."

PLANNING FOR HISTORIC PRESERVATION INTRODUCTION

- Growing Smarter
- Mesa General Plan
- Concept Plan for the Mesa Town Center
- Action Plan for the Mesa Town Center

1999 Concept Plan for Mesa Town Center

A “Key Concept” identified in the Mesa Town Center Plan is “Historic Preservation: (1) preserve the physical heritage of the historic neighborhoods within the town center (2) encourage infill development compatible with surrounding residential uses and architectural character on vacant parcels (3) where possible preserve the historic architectural character through adaptive reuse along Main Street (4) new construction should be designed to complement the physical, historic character of surrounding structures.” The Historic Districts within the Town Center Plan are Evergreen, West 2nd Street, Glenwood/Wilbur, Temple, and Robson.

Action Plan for the Mesa Town Center

A “third priority” implementation item set forth in this Action Plan falls under “Residential and Neighborhoods.” It identifies the need to acquire, move and rehabilitate residential structures for character infill in Town Center neighborhoods. It also calls for the development and implementation of neighborhood revitalization plans for the residential historic districts and Town Center neighborhoods. These activities are to take place over the next one to five years, 2000-2005.

In summary, the development of this Historic Preservation Plan — through the involvement of the citizenry and its adoption by the City Council — will help the City of Mesa meet its responsibility for thoughtfully dealing with the myriad of preservation issues as it manages the community’s long-term growth and development.

Preservation Planning works to preserve the many character defining features that set apart historic districts.



The “Purpose” section of Ordinance No. 3733, which amended the Mesa’s City Code related to historic preservation in 1997, sets forth the current goals for the City’s historic preservation program. They include:

- Recognize that the form and character of Mesa are reflected in its cultural, historical, and architectural heritage.
- Preserve Mesa’s unique cultural heritage.
- Encourage and facilitate public knowledge and appreciation of the past.
- Foster civic and neighborhood pride.
- Encourage public participation in identifying and preserving historical and architectural resources.
- Enhance property values.
- Protect and enhance the City’s attraction of tourists and visitors.
- Stimulate business and industry.
- Identify and resolve possible conflicts between preservation and alternative land uses.
- Stabilize neighborhoods through preservation and maintenance.
- Preserve diverse architectural styles, patterns of development and design preferences that reflect phases of the City’s history.
- Encourage complementary contemporary design and construction.

GOALS FOR HISTORIC PRESERVATION PROGRAM

I N T R O D U C T I O N

- Identify, Recognize and Preserve Cultural Heritage Resources
- Foster Pride and Appreciation of the Community’s History
- Stimulate Business, Industry and Tourism
- Enhance Property Values and Stabilize Neighborhoods
- Resolve Conflicts between Preservation and Growth

Mesa's unique cultural heritage is represented in a wide range of historic properties reflecting diverse architectural styles and periods of development.



Mesa's historic resources date from its initial 1870s settlement as a Mormon agricultural settlement and illustrate its growth over the twentieth century to an urban center. A number of surveys have documented the various periods of historic development and the buildings associated with the different eras and influences at work (see "Mesa Historic Resource Surveys" in Background Information). Generally these include:

Nineteenth Century Development

- Initial settlement as a Mormon agricultural community.
- Establishment of the townsite following the "City of Zion" plan.
- Early growth as a supply center for the agricultural region and mining districts.
- Primarily vernacular and Victorian style building.

Early Twentieth Century Growth

- Replatting and subdivision of the original townsite.
- Additions expanding the townsite.
- Influence of the automobile on layout and development.
- Continued vernacular building.
- Bungalow and period revival neighborhoods.

Depression and the New Deal

- Limited growth and building.
- Advent of FHA and tract subdivisions.
- WPA and PWA programs support public facilities and infrastructure development.

World War II and the Great Postwar Boom

- Construction of military training facilities.
- Residential subdivision and building to meet housing demands of rapidly growing population.
- Ranch-style neighborhoods.
- Modern public and commercial building.
- Tourism and recreation become important economic influences.
- Automobile-related building and development.

HISTORIC RESOURCES

PERIODS OF DEVELOPMENT AND ASSOCIATED INFLUENCES

- Nineteenth Century Development
- Early Twentieth Century Growth
- Depression and New Deal
- World War II and the Great Postwar Boom

In the postwar era, many tourism related businesses appeared on Main Street.



Both the Crismon Farmstead and the Sunkist/Mesa Citrus Growers Co. represent the importance of agriculture to Mesa's early development.



Understanding what types and the associated number of resources that might merit protection and enhancement is a key to planning for the future historic preservation needs of the community. According to the 2000 census, 1980 is the median construction year for housing units in Mesa. The table on the next page provides the number of buildings per decade, reported by general structure type, and the pattern of aging that is occurring. The chart further depicts Mesa's potential historic resource population growth, by structure type over the next 30 years.

Of particular note is the fact that by the end of the next two decades more than 20,000 houses in Mesa will reach the threshold age of 50 years. Consequently, identifying those neighborhoods that are significant for their representation of the important trends and influences of residential subdivision development during the postwar period should be a priority for the City's historic preservation efforts.

Additionally, over 1,000 commercial structures remain from the two decades following World War II, which represent the building boom that established the

Valley's national prominence as a metropolitan area. History has taught us that commercial properties are lost at a much faster rate than other property types due to the pressure of the market place to be "up-to-date" as well as the increasing scale at which redevelopment occurs today.

Therefore, it is important to study and determine the significance of the buildings well in advance of them becoming 50 years of age. With a proactive effort, the City has an opportunity to preserve a significant collection of commercial buildings that illustrate the distinctive styling and innovation in building technology that occurred in the Fifties and Sixties.

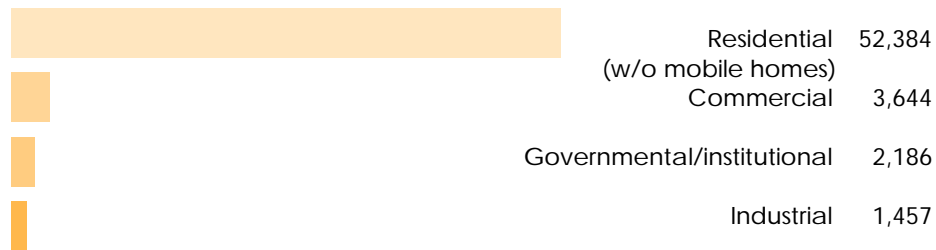
HISTORIC RESOURCES HISTORIC RESOURCE PROPERTY PROJECTIONS

- Residential
- Commercial
- Industrial
- Government/Institutional

Structure type by decade and pattern of aging

construction date	number of structures				decade structures turn 50 years old
	residential*	commercial*	industrial**	government/institutional**	
1980 to 1990	70,995	3,944	1,578	2,367	2030-2040
1970 to 1979	44,763	2,487	995	1,492	2020-2029
1960 to 1969	13,914	773	309	464	2010-2019
1950 to 1959	6,909	384	154	230	2000-2009
1940 to 1949	2,319	129	52	77	1990-1999
1939 or earlier	1,568	87	35	52	1989 or earlier
* 1990 US Census (as 2000 not available) - ** derived from Census & housing survey data					

Potential historic resource population growth by structure type over the next three decades (2000 - 2029)



The 1999 *Historic Resource Reconnaissance Survey*, commissioned by the City and funded with the assistance of the State Historic Preservation Office, identified the following threats to the preservation of Mesa's historic and archaeological resources:

Economics - Real estate speculation, absentee ownership of rental properties, lack of property maintenance;

Social - Poverty, loss of pride and self esteem, apathy or lack of public empowerment; discrimination;

Political - Influence by commercial interest groups, inappropriate rezoning, encouragement of urban sprawl;

Bureaucracy - Insensitive public works projects, easily obtained demolition permits;

Lack of Public Education - Inappropriate additions, alterations and repairs, and in-fill designs.

Threats Identified by the Community Survey

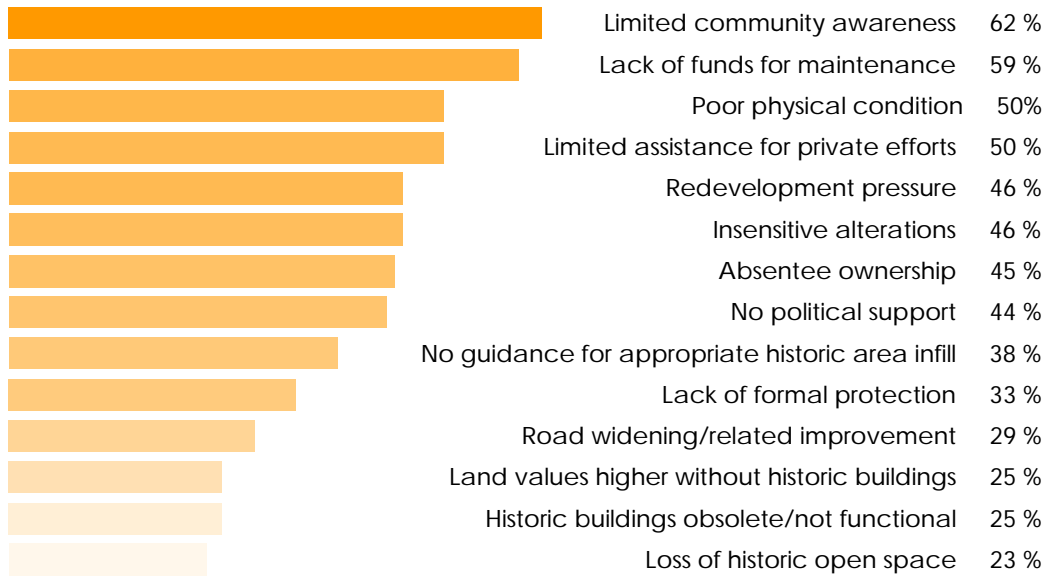
In March of 2001, a survey was conducted of more than 500 historic property owners and residents of historic districts, community and business leaders active in historic preservation and City staff involved with historic preservation related issues to identify their perceptions of the threats to retaining Mesa's historic resource base. Twenty percent of the respondents returned the historic preservation community survey (survey findings are shown on the following page).

The information collected was further refined in a series of focus groups consisting of interested citizens and City staff. Both the survey and the focus groups identified the lack of awareness or appreciation for Mesa's historic and archaeological resources as the single most important obstacle to their preservation. Of lesser importance, but also a concern, was the need for a variety of technical and financial assistance to support property owners and private groups in the rehabilitation and maintenance of historic properties.

HISTORIC RESOURCES

THREATS TO HISTORIC AND ARCHAEOLOGICAL RESOURCES

- Economics
- Social
- Political
- Bureaucracy
- Lack of Public Education



Threats to Mesa's historic, architectural and archeological resources, identified by the 2001 Community Survey



Lack of maintenance and absentee ownership are potential threats to the integrity of historic districts.



The Mesa Historic Preservation program was created in the early 1990s through the efforts of the Downtown Vision Committee (now the Downtown Development Committee), City staff and other concerned citizens. Their goal was to assist the municipal government in its efforts to obtain the resources and expertise needed to address the issues of working with historic buildings and areas. Members of the Community Development Department looked at the operations of other Arizona Historic Preservation programs and also conferred with the State Historic Preservation Office on the requirements and benefits for being recognized as a Certified-Local-Government (CLG).

Although historic preservation issues had not generated community-wide interest or concern at this point, the staff proactively moved forward with the development of a program that would give the City the tools to systematically identify the important historic resources of the community, to encourage their rehabilitation and reuse and undertake public actions to support their preservation and enhancement.

The first Historic Preservation Ordinance was adopted by the City Council in 1993. It provided for staff support for the HP program through the Megacorp Director. A process for establishing Historic Landmark (HL) and Historic Preservation (HP) Overlay districts was put in place, which required the consent of 75% of all affected property owners. Once locally designated, all requests for permits for new construction, rehabilitation and demolition were forwarded to the Megacorp Director for review and approval. A Historic Preservation Subcommittee of the City's Downtown Vision Committee (DVC) initially served as the citizen body with oversight of the program. Decisions of the Megacorp Director could be appealed to the DVC, which had the authority to deny clearance for new construction or rehabilitation. Clearance for demolition could not be denied, but deferred for 180 days to find alternatives to demolition. A Historic Preservation Plan was adopted which set forth the following objectives:

- To provide for the preservation and enhancement of historic landmarks and sites, and to encourage their adaptation to current use.

HISTORIC PRESERVATION PROGRAM

- 1984 - Historic and Archeological Resource Survey
- 1993 - Comprehensive Townsite Survey
- 1993 - Historic Preservation Ordinance Adopted
- 1995 - Local Historic Designations

- To encourage proper rehabilitation or restoration of historic landmark structures, when needed.
- To provide for the retention and enhancement of those properties which contribute to the character of a historic district, and to encourage their adaptation for potential alternative uses.
- To assure that alterations of existing structures are compatible with the character of the historic district.
- To assure that new construction and subdivision of lots in historic districts are compatible with the character of the district.

Typical of early HP program operations, the initial activity focused on survey and designation. The pre-1940 historic and archaeological resource survey of 1984 was updated in 1993 with a comprehensive survey of the original townsite. (See "Mesa Historic Resource Surveys in Background Information, Chapter V.) In 1995, the City began locally designating properties with the listing of the West 2nd Street Historic District. That same year, the City became a Certified Local Government. In 1996, the Wilbur Historic District was locally designated and the *Mesa Historic Homes Design Guidelines* was produced.

In 1997, as the HP program enjoyed continued success in its operations and increased interest by local residents in designation, the ordinance was revised to improve its operation. A Historic Preservation Committee was created to replace the DVC Historic Preservation subcommittee. It was established as a seven-member body of city residents appointed by the Mayor and approved by the City Council. The members are selected to represent the areas of architecture, history, architectural history, planning, landscape architecture, etc. and/or they have demonstrated strong interest in past matters that involve historic preservation issues. The ordinance revisions also set forth the following powers and duties for the HP Committee:

- Review and make recommendations on any HP matter/request/appeal that will appear on the Downtown Development Committee or Planning and Zoning Board agenda.

- Hold public hearings and make recommendations on requests for amendments to Historic Preservation (HP) or Historic Landmark (HL) zoning overlay districts.
- Hear and decide appeals from decisions of the HP Officer.
- Establish and maintain the Mesa Historic Property Register and conduct periodic studies of potential historic structures and areas.
- Hear and/or make recommendations to the City Council and periodically review guidelines for development, renovation, or alterations to historic districts, landmarks and properties or demolition of historic buildings or structures.
- Hear and/or make recommendations to the City Council regarding City acquisition or easement for maintenance or repair of structures for their preservation where private preservation is not feasible.
- Hear and/or make recommendations on other matters as directed by the City Council.

The procedures for Historic Landmark or Historic Preservation Overlay Districts were amended to require submission of a petition of 50% plus one of the property owners within the proposed district boundaries and who also control 50% of the properties within the district or landmark boundaries.

The review authority was also amended with the 1997 ordinance revisions to provide for:

- Approval of demolition (clearance) requests within proposed sites or districts by the HP Officer.
- Approval of new development, renovation or an addition to an existing structure within a designated or nominated HP or HL overlay district by the HP Officer.
- Review by the HP Committee on any nominated or approved HP or HL overlay district appearing on the Downtown Development Committee agenda, when a project is in the Redevelopment area or on the Planning and Zoning Board agenda for those outside the downtown.
- Appellate review by the HP Committee on any decision of the HP Officer regarding proposed development, renovation, addition, alteration or demolition within HL or HP overlay districts.

During the same period, the staff support for the program changed. The responsibility for the City's historic preservation activities was moved to the Office of Redevelopment. The Director of this office became the Historic Preservation Officer. Initially, the Redevelopment Director/HP Officer, with clerical assistance, solely supported the program operations. However, over time, professional staff from the Redevelopment Office was assigned HP project management responsibilities. Additional time was dedicated to the survey and designation activities. Public information materials were prepared to assist in responding to the growing customer service requests related to Mesa's historic buildings and areas and inquiries about the City's HP program operations.

In 1998, the City began recognizing individual properties through historic landmark overlay zoning. Nominations were prepared for listing the local historic districts on the National Register of Historic Places to enable the historic property owners to participate in the Arizona State Property Tax Reduction program. An annual Historic Preservation awards program was initiated to recognize contributions made by individuals and groups in

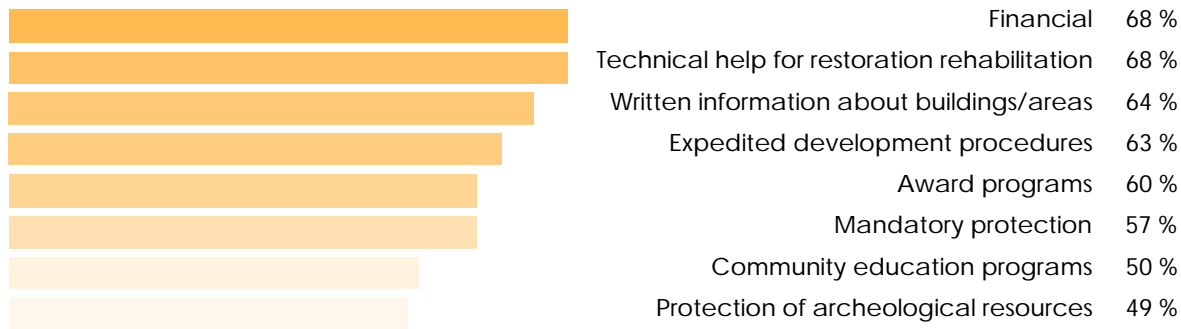
advancing historic preservation in Mesa. A third historic district, Evergreen, was locally designated in 1999. In 2001, the Temple and Robson Historic Districts were also listed on the Mesa Historic Register, and the West 2nd Street Historic District was expanded as well.

As the number of designated properties has grown, staff time required to support the associated program functions has almost doubled each year from 1999. State-of-the-art practices related to data management, and tools such as a program website have been developed to help efficiently operate the program. However, the demand for more City services to support the preservation of Mesa's historic districts and landmarks continues to increase. The following types of assistance were identified as important in the 2001 Community Survey:

THE PROGRAM EXPANDS ITS OPERATIONS

HISTORIC PRESERVATION PROGRAM

- 1995 - Mesa becomes a Certified-Local-Government
- 1996 - Mesa Historic Homes Design Guidelines Produced
- 1997 - Historic Preservation Committee Created
HP Ordinance Revised
- 1998 - HP Awards Program Established



City assistance identified by the 2001 Community Survey



The Wright House received the 2001 Historic Preservation Award for Outstanding Achievement.



The Temple Historic District was recently listed on the National Register of Historic Places.

The effective operation of any municipal HP program requires that a variety of efforts be undertaken to accomplish the goals of recognizing the community's cultural, historical and architectural resources and protecting and preserving these resources. However, this work cannot be done in isolation. To be successful requires an informed citizenry appreciative of Mesa's heritage as well as a range of programs and projects to integrate historic preservation with the City's work to achieve larger community goals. Further, as a Certified-Local-Government, Mesa also has responsibilities to enforce its HP Ordinance and State legislation to designate and protect historic and archaeological properties; maintain a qualified historic preservation commission; survey and maintain a detailed inventory of its designated properties; and provide for adequate public participation.

As an HP program grows and develops, there also is a sequence of activities that traditionally occurs. Early on, the primary focus of work is to first identify and determine those resources in the community that are worthy of preservation. Educational outreach efforts are frequently undertaken concurrently to explain why

the historic buildings and areas are considered important and what designation will mean to the property owners and the community. As the designated historic resource population grows, the work of the HP program expands to include specific activities and assistance for the preservation of these properties. Review procedures are usually created and programs to educate, guide and/or support the property owner's and historic district association's efforts to preserve their buildings and neighborhoods are established. As the needs of the properties are better understood, the City's review powers often are refined and HP related programs more fully developed with the support of community partnerships, additional resources and preservation advocacy.

Typical of other programs, much of Mesa's HP work in the last decade has been in the survey and designation of properties. Through systematic studies, an understanding has been gained about the resources that make up the historic core of the community. Additionally, information has been gathered about the general location, extent and nature of Mesa's subdivision development up through 1955. Preliminary

SEQUENCE AND PRIORITIES FOR WORK

IMPLEMENTATION RECOMMENDATIONS

- HP Program capacity building
- Building community awareness and support
- Survey and designation
- Protection and incentives

data also has been compiled about the physical characteristics, areas of significance and threats to the preservation of these residential areas. During the 1990s the HP Committee also has gained expertise in the operations of HP Programs and experience in its oversight. There is a growing interest in designation of historic neighborhoods and the expansion of HP-related assistance.

Given these circumstances, the Mesa HP program is at a critical juncture. This plan has been prepared to provide guidance in continuing to develop an effective municipal HP program. The following sections provide recommendations for specific activities related to:

- **HP Program Capacity Building**
- **Building Community Awareness and Support**
- **Survey and Designation**
- **Protection and Incentives**

Some recommendations are fairly simple to undertake, while others will take multiple years to develop and successfully implement. Over the next five years it is recommended that at least 50% of the annual HP work program be directed towards building the capacity of the HP program operations and the community's support for historic preservation. A number of activities has been suggested that relate to the overall efforts that are needed for the continued development of the program elements including the HP Committee, its staff support and the resources available for City HP programs and projects.

The following section discusses strategies and activities intended to garner more public support for the municipal HP program and concern for the preservation of the community's resources. The HP Committee, City staff and interested citizens should decide, on an annual basis, the relative merits and priorities for

implementing the suggested work tasks. But, initially, it is recommended that these should be the core activities of the Mesa HP program.

Another approximate 25% of the annual HP program activities should build upon the strong foundation that has been laid in survey and designation. Findings from the previous surveys should be further analyzed and discussed to identify plans for future designations and the need for more focused survey undertakings. Involving residents, students, professional associations and volunteer groups in the conduct of surveys and the compilation of documentation needed for designation will both assist in the City's identification and evaluation work and facilitate public knowledge and appreciation for Mesa's historic, prehistoric and architectural resources. Work groups of the HP Committee, preservation partners and interested citizens should begin the systematic review of the building that occurred in the decades that followed World War II to ensure that losses do not occur without some proactive effort to determine their importance to the community.

As the program develops beyond the next five years more emphasis will be needed on the development of mechanisms for protection, preservation and enhancement of the designated properties. The final section provides preliminary recommendations as to the type of refinements that might be made to the HP ordinance and possible policies and/or practices that might be developed as part of the program's functions. These areas will need to be refined as HP issues are encountered and additional properties come under the purview of the program's operations.

HP Committee

In order to maintain and support the HP committee as the primary citizen body responsible for the development and implementation of the City-initiated efforts for the preservation of Mesa historic/ archaeological resources:

- ❑ Consider changing the name of the HP Committee to “Board” or “Commission” to heighten its credibility and expand awareness about its responsibilities and role within the City.
- ❑ Provide training opportunities to develop the expertise and skills of the HP Committee members.
- ❑ Prepare a plan for recruitment, involvement and training of potential HP Committee members to ensure continuity and the ability to meet CLG requirements when turnover occurs.
- ❑ Provide opportunities for HP Committee members to meet and network with other commissioners and preservationists throughout the metropolitan area, region and nation.
- ❑ Expand HP Committee efforts to include standing work subcommittees to address identified goals and/ or program needs.

HP Staff

The work of the HP program is divided among the Historic Preservation Officer, who also serves as the Director of Redevelopment for the City, and members of the Redevelopment staff, who also have other responsibilities. Although the amount of time these staff collectively have available to spend on HP work represents less than one full-time position, their dedication to the program and willingness to expend hours beyond their normal work week have supported the current operation of the HP program. However, the ability for the staff to continue to meet the growing demand for services related to the expanding number of designated historic properties is limited. Further, no new programs or projects will be possible without additional staff support. Consequently, it is recommended:

- ❑ One new, full-time HP position is needed immediately that consolidates the work currently shared by part-time staff. However, continue the part-time staffing provided by Redevelopment and other City staff to supplement the full-time position.
- ❑ Provide additional support personnel for the

HISTORIC PRESERVATION PROGRAM CAPACITY BUILDING IMPLEMENTATION RECOMMENDATIONS

- HP Committee
- HP Staff
- Resources

professional HP staff.

- ❑ Cross train and continue to involve other redevelopment staff in HP program operations.
- ❑ Consider annual contractual services to support specialized programs or provide technical assistance.
- ❑ Monitor work load generated by expanded program operations and reassess staffing and contract services needs on an annual basis

Resources

The 2001 Community Survey identified an interest and need for more information and services to assist property owners in planning and undertaking the work needed to maintain and preserve their historic properties. With the large number of structures becoming 50 years old in the next decades, it is also important from a conservation as well as a preservation perspective that private property owners be prepared to deal with the needs of this aging building stock. Without proactive efforts to provide information, training and resources, the public sector may become burdened with providing substantial reinvestment funding.

- Consider expanding the technical assistance available through the HP program to include such things as:
 - ❑ **Training Workshops** - Information provided could range from basic home maintenance and repair to specialized topics. Workshops could be planned and conducted in partnership with the building trades, professional groups, historic district associations among others.
 - ❑ **Design and/or Project Planning Consulting Services** - Provide on-call services or regularly scheduled times that property owners could meet with design or construction experts to plan rehabilitation projects.
 - ❑ **City Ombudsman for HP properties** - Establish a City staff person responsible for assisting and

coordinating the necessary building or development approvals for projects involving designated historic properties.

- ❑ **Directory of Services** - Compile information on suppliers, vendors and sources for services and materials related to historic property preservation.
- ❑ **"How To" Materials** - Prepare a series of booklets, brochures, videos, etc. on historic property rehabilitation, maintenance, functional upgrades and enhancements.

Developing different types of financial assistance to support the preservation of historic properties is a key component of many successful historic preservation programs.

- Explore the development of the following programs and/or support:
 - ❑ **Exterior Rehabilitation Grant Funding** - Create a program providing matching funds for the exterior rehabilitation of privately-owned designated buildings to encourage reinvestment in properties.
 - ❑ **Mortgage/Rehabilitation Financing** - Work with lending institutions to explore sources of funding and the development of programs to provide financing for the acquisition and rehabilitation of historic homes.
 - ❑ **Development Incentives** - Providing historic properties priority in receiving development incentives or expedited procedures will encourage private sector interest in working with historic properties and tangibly demonstrate the City's commitment to historic preservation.
 - ❑ **Federal and State Historic Preservation Tax Programs** - City assistance to historic property owners in qualifying or completing documentation for other government financial incentives programs will encourage their use and provide investments that benefit the local community.

One of the most important tasks for the successful operation of the City's historic preservation is to increase the larger community's awareness of Mesa's important historic and archaeological resources and engender support for their preservation. This was a topic of consensus that was constantly reaffirmed throughout the process of developing this plan. However, while this was an agreed upon need, City-initiated efforts to educate and inform the public about the importance of historic preservation was not ranked as one of the higher priorities for its attention. Consequently, work in this area is perhaps best done in cooperation with other organizations.

To develop a strategy for building community awareness and support, it is recommended that work be undertaken by the HP Committee, City staff and interested citizenry in the following areas:

Preservation Partnerships

- ❑ Identify those organizations with missions related to heritage, education and preservation and invite them to work with the HP committee to develop collaborative efforts for public education.

- ❑ Continue to work with the historic district associations in their efforts to facilitate networking and communication among the historic neighborhoods.
- ❑ Plan and participate in Valley-wide preservation related events.
- ❑ Collaborate with the Mesa Southwest Museum, Mesa Historical Society and Mesa Historical Museum, and Mesa Room of the Public Library on their current education outreach programs.
- ❑ Develop a plan for improving working relationship with the local press and media.

Local Resident Education

- ❑ Prepare a video about the Mesa Historic Register properties to air on the City channel and distribute to the community, businesses and church groups.
- ❑ Explore the preparation and placement of articles about Mesa historic properties in publications with regional and national readership.
- ❑ Organize a speaker series on Mesa historic properties and the City's HP program.
- ❑ Conduct an annual town meeting on historic preservation and invite the public to discuss the issues related to historic preservation in Mesa.

BUILDING COMMUNITY AWARENESS AND SUPPORT IMPLEMENTATION RECOMMENDATIONS

- Preservation Partnerships
- Local Resident Education
- Visitor Related Promotion

- ❑ Promote historic events (July 4th, Arizona Statehood, etc.) and find means of incorporating aspects about local historic properties and the importance of historic preservation.
- ❑ Continue the City's annual historic preservation awards to recognize outstanding local preservation achievements.
- ❑ Continue to work with the City's Public Information office to find ways to promote Mesa's historic properties and inform about HP program.
- ❑ Conduct HP committee public meetings at historic property locations and include some information about the property as part or before or after the meeting. Publicize the locations and invite citizenry.
- ❑ Continue to explore different formats (Web site, printed materials, program) for public education and develop measurement to assess their effectiveness.

Visitor Related Promotion

- ❑ Develop materials geared to a popular audience about Mesa's historic properties and distribute at local hotels and motels.
- ❑ Develop walking and driving tours with different themes (period revival architecture, Depression-era building, screen block walls) to heighten visibility of historic aspects of the community.
- ❑ Meet with Chamber of Commerce and Convention and Visitor Bureau staff to identify opportunities for historic property promotion.



Mesa's sign program has contributed to increase awareness of its historic resources.

Although the City has undertaken a great deal of survey work to date, the work to identify, document and evaluate the significance of historic buildings, areas and sites should be an on-going process.

Expand Survey Efforts

- ❑ Supplement the geographic-based survey work with thematic studies of specific building types (commercial, schools, churches) and architectural styles.
- ❑ Consider initiating neighborhood-based or volunteer group survey projects. Staff provides training on the information needed and the methods for research and documenting properties. The neighborhood residents or citizens undertake the research, prepare inventory forms and collect the other information needed to determine eligibility for designation.
- ❑ Systematically study the findings of the Mesa Reconnaissance Survey to develop priorities for future survey work. Conduct field tours and work sessions of the HP committee to better understand the patterns and issues identified by the study.
- ❑ Include public information meetings and presentations as part of the conduct of survey

projects. Consider preparing popular publications summarizing survey findings.

Proactive Study of Properties and Areas Not Yet “Historic”

- ❑ Collaborate with SHPO and other municipal preservation programs to prepare historic context studies, develop appropriate methodologies and share applicable information to assist in the significance evaluation of postwar resources.
- ❑ Conduct a community-wide survey of the buildings representing Modern Architecture.
- ❑ Systematically study and evaluate Mesa’s post WWII Ranch neighborhoods.

Designation Criteria and Procedures

- ❑ More clearly delineate the criteria, documentation requirements and procedures used for listing districts and Landmarks on the Mesa Historic Property Register.
- ❑ Develop “Special Considerations to the Criteria” that address integrity and other significance issues of local properties.
- ❑ Prepare public information handouts explaining criteria and procedures for listing a property or

SURVEY AND DESIGNATION IMPLEMENTATION RECOMMENDATIONS

IV

- Expand Survey Efforts
- Study Properties and Areas of the Recent Past
- Refine Designation Criteria and Procedures
- Plan for Future Designations

district on the Mesa Historic Register in an easy to understand manner.

- ❑ Develop policies and associated criteria and procedures for the designation of archaeological resources.

Designation Activities

- ❑ Designate all eligible City-owned historic properties on the Mesa Historic Property Register.

- ❑ Develop a process for formal "Determinations of Eligibility" for properties not designated on the MHPR that require certain activities if the property is to be demolished.

- ❑ The HP Committee should develop on an annual basis a plan for designating priorities of the HP work program.

- ❑ Establish a subcommittee of the HP Committee to begin the systematic study of Mesa's post WWII neighborhood population to assist in planning for future designation activity.



In the next few decades numerous postwar resources should be considered for historic designation.



Design Review Procedures and Guidelines

- ❑ Conduct training for HP committee on HP design review principles and practices. Conduct practice reviews including issues or circumstances which might be encountered in hearing appeals of the HP Officer's decisions.
- ❑ Clarify the review powers of the City under the HP ordinance and prepare hand-outs for public dissemination that describe the procedures and review criteria used.
- ❑ Continue the development of design guidelines for designated historic districts and ensure that they comprehensively address district character.
- ❑ Prepare design guidelines for individually designated properties.

Demolition

- ❑ Prepare a plan of action which would be utilized for properties threatened with demolition and actively work to seek alternatives during six-month demolition delay period.
- ❑ Require documentation and/or salvage of historic properties listed on the Mesa Historic Property Register.

Public Actions

- ❑ Establish as City policy that properties listed on the Mesa Historic Property Register have priority for eligibility or participation in City programs.
- ❑ Provide special notification of City actions within historic districts to the applicable historic district associations. Coordinate the development of the procedures with the City's Neighborhood Services Department notification system.
- ❑ Identify government and other funding sources to assist historic property owners in the maintenance and repair of their properties and undertake needed improvements or enhancements within historic districts.
- ❑ Conduct an annual orientation session for City staff on the operations of the HP program. Develop more in-depth training modules for those City staff in regular contact with historic properties and/or the HP program operations.
- ❑ Conduct an annual tour for City staff and elected officials of the historic districts and buildings newly designated on the Mesa Historic Property Register to familiarize them with the HP program expanding operations and additional responsibilities.
- ❑ Invite relevant City staff to HP Committee and staff working planning retreats.

PROTECTION AND INCENTIVES IMPLEMENTATION RECOMMENDATIONS

- Review Procedures
- Demolition
- Public Actions
- Incentives

Incentives

- ❑ Prepare public hand-outs summarizing federal, state and local incentives for historic preservation.
- ❑ Explore the creation of a City bond fund dedicated for historic preservation purposes. Establish a subcommittee of the HP committee to develop recommendations for its successful establishment.
- ❑ Investigate the amendment of the City's building codes to allow alternative approaches to govern the rehabilitation of properties that are listed on the Mesa Historic Property Register.
- ❑ Establish expedited review procedures for projects involving designated properties.
- ❑ Provide City fee waivers on development or building projects involving properties listed on the Mesa Historic Property Register.
- ❑ Identify zoning and development incentives that might be made available to designated historic properties.



The Angulo-Hostetter House, listed on the National Register of Historic Places, was relocated to save it from demolition.



The Irving School, saved from demolition, has a new use as the Mesa Arts Center.

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Mesa Historic Preservation Community Survey

*The City of Mesa is currently evaluating its Historic Preservation Program to assess customer satisfaction and the community's preservation needs. Please take a few minutes to assist in this important effort by answering the following questions and return by **April 1, 2001***

Thank You!

- 1. What are the biggest threats to Mesa's historic, architectural and archaeological resources?**
(Select as many that might apply. Rank their importance in order with "1" being the highest.)

- ☐ Poor physical condition
- ☐ Redevelopment pressure
- ☐ Limited community awareness or appreciation
- ☐ Lack of formal protection
- ☐ Historic buildings are obsolete, can not meet today's functional needs

- ☐ Road widening and/or related improvements
- ☐ Lack of available funding for repair and/or maintenance
- ☐ Loss of historic open space
- ☐ No guidance for appropriate infill in historic areas
- ☐ Land values are higher without historic buildings
- ☐ Absentee ownership
- ☐ Limited assistance available to help private preservation efforts
- ☐ Insensitive alterations to historic buildings
- ☐ No political support for historic preservation

- 2. What type of preservation assistance should be offered by the City of Mesa?**
(Select as many that might apply. Rank in order with "1" being the highest.)

- ☐ Written information about Mesa's historic buildings and areas
- ☐ Award programs to recognize good preservation efforts
- ☐ Mandatory protection for historic building and areas

A P P E N D I X

- ☐ Mandatory protection for historic building and areas
- ☐ Protection for archaeological resources
- ☐ Technical help for restoration or rehabilitation
- ☐ Financial assistance for historic property owners
- ☐ Community education programs
- ☐ Expedited development procedures for projects saving historic properties

3. Have you had any interaction with the City of Mesa Historic Preservation Program?

YES NO

(If YES, continue with Question #4. If NO, skip to question #6.)

4. What was your involvement with the Mesa HP program?

(Check as many as apply)

- ☐ Contact to get general HP information
- ☐ Requested information about being historic and what this means
- ☐ Planning or development project
- ☐ Help in listing my property on the National Register of Historic Places
- ☐ Requested help in preserving a historic property
- ☐ Visited the City's HP Web site

- ☐ Interest in archaeological site(s)
- ☐ Rehabilitation project
- ☐ Local designation
- ☐ Demolition of a historic property
- ☐ Arizona State Property Tax Reduction program
- ☐ Section 106 review process

5. How would you rate the assistance provided?

(Rating from 1 - High, to 5 - Low)

- ☐ Written information available to answer my questions or explain the process or procedures
- ☐ HP Staff assistance
- ☐ Adequate coordination with other City departments
- ☐ Resources available to address my concerns

6. Are the historic buildings, districts and archaeological sites an important part of Mesa?

YES SOMEWHAT NO

(Why? Please elaborate)

7. Would you be willing to participate in a focus group to further identify needs and issues facing historic preservation in Mesa?

YES NO

(If yes, please complete)

Name:

Telephone:

Address:

e-mail:

Telephone:

E-mail: